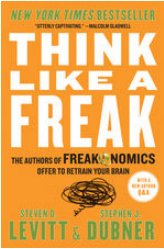


# Think Like a Freak by Steven D. Levitt & Stephen J. Dubner

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Description Think Like a Freak by Steven D. Levitt & Stephen J. Dubner

The New York Times bestselling Freakonomics changed the way we see the world, exposing the hidden side of just about everything. Then came SuperFreakonomics, a documentary film, an award-winning podcast, and more.

Now, with Think Like a Freak, Steven D. Levitt and Stephen J. Dubner have written their most revolutionary book yet. With their trademark blend of captivating storytelling and unconventional analysis, they take us inside their thought process and teach us all to think a bit more productively, more creatively, more rationally—to think, that is, like a Freak.

Levitt and Dubner offer a blueprint for an entirely new way to solve problems, whether your interest lies in minor lifehacks or major global reforms. As always, no topic is off-limits. They range from business to philanthropy to sports to politics, all with the goal of retraining your brain. Along the way, you'll learn the secrets of a Japanese hot-dog-eating champion, the reason an Australian doctor swallowed a batch of dangerous bacteria, and why Nigerian e-mail scammers make a point of saying they're from Nigeria.

Some of the steps toward thinking like a Freak:

First, put away your moral compass—because it's hard to see a problem clearly if you've already decided what to do about it. Learn to say "I don't know"—for until you can admit what you don't yet know, it's virtually impossible to learn what you need to. Think like a child—because you'll come up with better ideas and ask better questions. Take a master class in incentives—because for better or worse, incentives rule our world. Learn to persuade people who don't want to be persuaded—because being right is rarely enough to carry the day. Learn to appreciate the upside of quitting—because you can't solve tomorrow's problem if you aren't willing to abandon today's dud.

Levitt and Dubner plainly see the world like no one else. Now you can too. Never before have such iconoclastic thinkers been so revealing—and so much fun to read.

From Publishers Weekly May 05, 2014 – The bestselling bards of gonzo economics return with this new compendium of nifty, if occasionally shallow contrarian mind-warps. This time University of Chicago economist Levitt and journalist Dubner clothe their Freakonomics schtick in flimsy self-help garb by instructing readers on how to "think like a Freak": ignore conventional wisdom; focus on data; test theories

with experiments; don't confuse correlation with causality (married people may be happier, they note, because no one wants to marry a grump); most of all, attend to the devious workings of callow self-interest that rule all things (a principle that comically backfires when one of them uses candy bribes to toilet-train his daughter). Levitt and Dubner apply these nostrums to problems having little to do with economics, including competitive hot dog-eating, why Nigerian con artists advertise themselves as Nigerian con artists, and the game-theoretical ploys of King Solomon and David Lee Roth. Their arguments are lucid, catchy, and sometimes dubious; their brief for the efficacy of medieval trial-by-ordeal is no more convincing than their hackneyed attack on Britain's national health system. The result is brief, blithe, but ill-digested provocations that stimulate controversy, but are too sketchy to settle it.

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Customer Reviews Freakonomics v.3 - a short, good read by lefteris\_gr

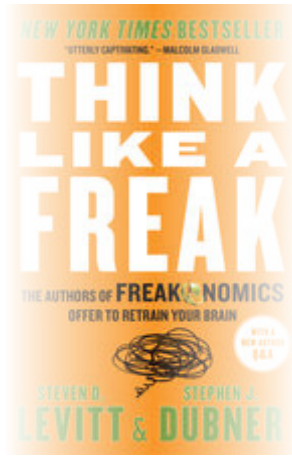
It's almost as good as freakonomics, which means it's pretty good. The downside is that there's considerable repetition of themes and examples covered in the previous two volumes. Also, about a third of the book is taken up by notes and bibliography.

Not as good as the first two by JM18668

With 1/3 of the book being notes, acknowledgement and index, I was a bit disappointed. I did enjoy the content and will most likely read again in the future.

Slightly disappointed with content. by kbazyk

I am an avid reading and listener of all things freakonomics. I listen to the podcast every week and absolutely love the content of each podcast. However, I was surprised and slightly disappointed as I read this new book to find that a great majority of the books content has already been said in podcasts of past. I was looking forward to hearing new and fun studies and topics in this new book but heard a lot of things I've already heard!

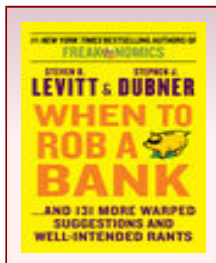
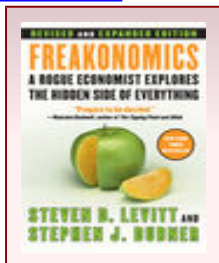


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